5 SEM TDC RTMT 4 (Sp)

2 0 1 4

(November)

COMMERCE

(Speciality)

Course : 504

(Retail Management)

Full Marks : 80
Pass Marks : 32

Time : 3 hours

The figures in the margin indicate full marks
for the questions

1. Write True or False :   1×8=8

   (a) Retailing is a labour-intensive industry.

   (b) Presently, retail market has transformed into a seller's market from a buyer's market.

   (c) Retailers are the gatekeepers to the market for all the members of the distribution process.

(*Turn Over*)

(d) CRM stands for Competitive Relationship Management.

(e) The ultimate goal of ABC analysis is to closely supervise the items according to their share in the inventory investment.

(f) Wholesalers are the link between manufacturers and customers.

(g) A good location of retail stores not only attracts customers but also reduces the day-to-day loading, unloading and distribution costs.

(h) The stock turnover ratio is calculated by annual sales multiplied by average inventory at retail value.

2. Write short notes on any *four* of the following : 4×4=16

   (a) Retail Cooperatives

   (b) Direct Marketing

   (c) Logistic Management

   (d) Functions of Warehousing

   (e) Departmental Stores

   (f) Convenience Stores

3. *(a)* What is retailing? Explain the basic reasons for growth of retailing in India.

4+7=11

Or

(b) Explain the recent trends in modern retailing. How would a retailer build a good business model in Indian market?

5+6=11

4. *(a)* Describe the various functions of retail stores in India.

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Or

(b) Briefly explain the characteristics of supermarkets. Why are supermarkets becoming more and more popular in Indian context? Explain.

5+6=11

5. *(a)* What do you mean by distribution channel? Explain the importance of distribution in modern marketing.

4+7=11

Or

(b) Discuss the various types of wholesaler along with their relative functions.

11

6. (a) Mention the various modes of transportation in physical distribution of goods and explain their advantages and disadvantages in brief. 2+5+5=12

Or

(b) What is meant by inventory control? Explain the different methods of inventory control in organized retailing.

4+8=12

7. (a) Elaborate the growth and development of retail trade in India. 11

Or

(b) Explain in detail the emerging challenges before the Indian retailers in the context of global retailing.

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